

# Preparing for the Campaign Presentation

Name: \_\_\_\_\_

Candidate's Name: \_\_\_\_\_

Presentation day is really "Political Rally Day," where your committee has the opportunity to present your candidate to the public. The atmosphere should be festive and upbeat. You can hang the bumper stickers and lawn signs on the walls or bulletin board behind you to set the stage while you present.

- ★ Use the day or two before you present the campaign materials to organize your group and rehearse your presentation.
- ★ Use the Campaign Materials Check-Off Sheet to make sure your group has completed all the materials.
- ★ Review the rubrics to check on the accuracy of your materials.
- ★ All members of the committee must participate in the presentations. Divide up the presentation responsibilities equally and fairly.
- ★ Your committee is to present the following materials to the class:
  - a brief speech by the candidate (the Campaign Issue Speech)
  - 30-second radio/television spot
  - newspaper advertisement
  - Web site
  - campaign flyer
  - bumper sticker
  - lawn sign
- ★ Be sure to speak slowly, clearly, and loudly to the audience. Allow them time to understand the information you present and ask for questions when you have finished.
- ★ Take some time after the presentations to review student evaluations to understand how well you presented your materials to improve your presentation skills.

## Writing Campaign Literature

**Introduction:** Political campaign literature serves to introduce and explain the candidate to the public. Political campaigns try to do this in a way that shows the best aspects of their candidate and the political party he/she represents.

There are a lot of similarities between promoting your candidate's political ideas and selling a product. Both need to be presented to the public in a positive way. Both need to have value for the consumer/voter. Both have to define the "product" and state how it will improve the public's lives.

### Advertising Techniques

Political campaigns use "propaganda techniques" just like advertisers to present their candidates to the public. As you build your campaign material, consider using some of the following advertising techniques:

**Bandwagon:** an appeal to follow the crowd, to join because others have joined. This technique tries to convince the public that one side is a winning side because more people have joined it.

**Emotional or "Loaded" Words:** words that cause people to have strong feelings toward or against something.

**Generalities (sometimes called Glittering Generalities):** similar to emotional words, but generalities always have a positive meaning. Examples: honor, glory, love of country, democracy, freedom.

**Plain Folks:** used to convince the public that the views of the candidate are like those of the common person. Speaking plainly and

addressing the people directly is an example of this technique. The idea is to convince people that the candidate is just like everyone else, thus his ideas are like anyone else's.

**Testimonials:** quotations or endorsements that attempt to connect a famous or respected person to the candidate. Similar to the transfer method which tries to connect an accepted idea to the candidate.

**Transfer:** a technique that attempts to link two subjects to either a positive or negative concept. By linking the candidate to something people enjoy, positive feelings can be generated for the candidate. By linking something perceived as negative to a candidate, negative feelings can be generated.

### • Important Points to Remember •

The materials you produce will be seen and read by the public. They represent your candidate and what he/she stands for. Therefore, it is important that your campaign materials be visually appealing with proper grammar, spelling, writing mechanics, and punctuation.

Be sure to use the party's logo or mascot liberally on all campaign materials to show the candidate's association with the political party.

Also include the campaign's Web site.

Many political campaigns resort to negative campaigns where their message is to degrade the opposition, not promote their candidate. While negative campaigning can have some short-term effects, most experts feel this doesn't have much long-term effect and does not adequately inform the voter of either candidate.

# Issuing a Press Release

## Responding to Event Cards

Name: \_\_\_\_\_

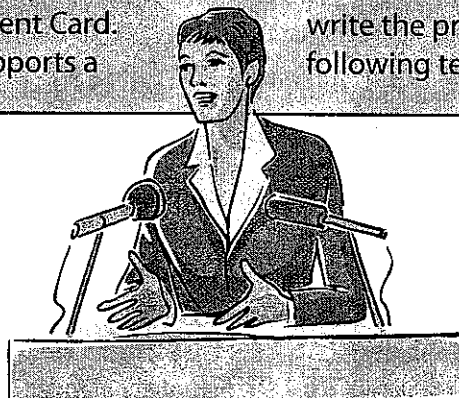
3 Possible Electoral College Votes

Political Party: \_\_\_\_\_

**Introduction:** When unexpected events occur, campaigns want to assure the public, usually through a press release, that their candidate is on top of the issue and has a plan in place to address the problem. These events might include domestic and international incidents, actions by Congress, Supreme Court decisions, or natural disasters. During this simulation, such events will occur without notice in the form of Event Cards, read by your teacher or another individual. When this happens, you have 24 hours to issue a press release stating your candidate's stand on the event. One person from your committee will read it to the class. Three electoral votes are given for each press release announced. Most of the events revolve around a conflict or problem and create disruptions in the status quo. It is this disruption that makes them newsworthy.

### INSTRUCTIONS

1. The Event Cards contain news releases about local, national, and world events, actions in Congress, government policy statements, and announcements of research studies. They will relate to the different issues your campaign committee is focusing on—sometimes directly, and sometimes indirectly.
2. When an Event Card is read, review what it says and refer to your Candidate's Briefing Paper. You may also go to your political party's official Web site for further information.
3. Determine where your party stands on the event stated in the Event Card.  
Example: If your party supports a
4. Then, in your committee, brainstorm the press release headline and statements from the candidate and the party regarding the event.
5. Assign someone on the campaign committee (or the speech writer) to write the press release using the following template.



## Template for Writing a Press Release

### FOR IMMEDIATE RELEASE

<Place at top of page, left-hand side or center in bold>

**CONTACT:** <Place at left-hand side>

Contact Person's Name

Campaign Committee Name

Telephone Number

Fax Number

Email Address

Web site address

### Headline

The headline should grab the reader's attention in 10 words or less. The headline summarizes the information in the press release so that it excites the reader to read on. Example: "Candidate X Blasts New Law on Gun Control." Or you can use a quote from the candidate: "'Not on my watch!'" declares Candidate Y about Education Cuts." The headline is often written after the press release is written.

**City, state, and date of the press release, followed immediately by the Lead Paragraph.** The lead paragraph should grab the reader's attention and give a brief summary of the main idea of the press release.

### Body Paragraph(s)

This section is critical because it is your only chance to get your point across. The section must explain the "five Ws and H" of the story—the Who, What, When, Where, Why, and How. This section also contains quotes from different sources. Include at least one quote in your press release, usually more.

### Conclusion

Repeat the critical contact information, including the name of the person (usually the speech writer), his or her phone number, and/or e-mail address (these can be made up).

###

(indicates press release is finished)

# Campaign Issue Speech

Name: \_\_\_\_\_

18 Possible Electoral College Votes

One of the major pieces of campaign literature is the candidate's speech. Hundreds of speeches are made on as many topics throughout the course of a campaign. Acceptance speeches at the party's nominating convention are a major speech given by all candidates that officially kicks off their campaign. These speeches define who they are and explain their position on the major issues. This speech helps set up all other aspects of the campaign—from interviews and commercials to debates and bumper stickers.

Choose **one** of the three issues your class is examining as the subject of your speech. Incorporate information from the Candidate's Briefing Paper and follow the outline below. While the actual writing of the speech is the primary responsibility of your committee's speech writer, all members of the committee should have input into its development by contributing ideas, helping with research, and editing drafts.

## The Outline for the Speech

Most political speeches follow a simple pattern of "tell the people what you are going to say" (an introduction), "tell them what is important and why" (the body of the speech), and "tell them again what you just told them" (conclusion), which summarizes the main points of your speech.

### SAMPLE OUTLINE

#### INTRODUCTION

- State the issue briefly in one or two sentences. Refer to the issue in terms of what is going well or what needs to be changed.
- Provide a brief statement on the candidate's position on the issue.

#### BODY

- Restate the issue, exploring the aspects that are good or bad in detail—what is the issue; what are the problems (if you see there are problems); and why are these problems wrong, dangerous, or unacceptable? Or if you see the issue in a positive way, comment on why the issue is going well and what can further be done to keep it going in that direction.
- Expand on the candidate's position on the issue by explaining his/her qualifications and experiences that would help address the problems or help continue the issue on its positive path.
- Explain what actions the candidate proposes to change or correct the problem or keep the issue going in the right direction.

#### CONCLUSION

- Briefly restate the issue you mentioned in the introduction but rephrase the message to include what you think should be done (from the body of the speech).
- Summarize the candidate's relevant qualifications and actions he/she will take to address the issue.

# 30-Second Radio/Television Spot

## Brainstorming/Outline Worksheet

Name: \_\_\_\_\_

16 Possible Electoral College Votes

Candidate's Name: \_\_\_\_\_

What kind of "spot" is this going to be?

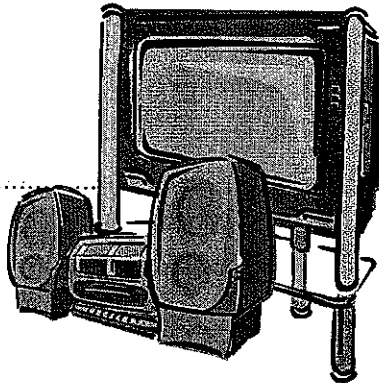
An issue-oriented spot \_\_\_\_\_  
(ideas can be found at your  
party's Web site)



A personality-oriented spot \_\_\_\_\_  
(look over ideas in the Candidate's  
Briefing Paper)

Target Audience \_\_\_\_\_

(the audience might be related to the issue or share similar qualities of the candidate)



**Work in your full committee to answer the brainstorming questions below and put your ideas on a separate sheet of paper.**

1. What form will this ad take (radio or television spot)?
2. Who is the target audience for this 30-second spot? (This might or might not relate to the issue you have chosen.)
3. What key messages about your candidate's position on the issue do you want to send to your audience?
4. What actions do you want your audience to take?
5. What visuals (for television spot) or sound effects (for radio spot) will your ad contain to best relay the key messages about your candidate's stand on the issue?

Now develop the script for the ad using the following outline. This can be done by any member of your committee. Write the script first. Then, with time and resources permitting, produce the spot on audio or video tape.

**SAMPLE OUTLINE****INTRODUCTION**

- Opening Sentence: Describe the current situation related to the topic or issue of your ad.
- Next, explain who is being affected by the current situation.
- End your introduction with a "grabber" sentence or statement that expresses your candidate's view on the current situation.

**BODY**

- In this section, you need to provide details on the current condition related to the issue. Use up to three examples or main points you want to make. If you support the current condition of the issue, state three reasons for your support. If you disagree with the current condition of the issue, state three reasons for disagreeing. Either way, place these reasons in order of importance with your main reason first.
- Use information from your "Candidate's Briefing Paper" and review the party's political philosophy. Then express your party and candidate's position on the issue you are presenting in this ad.

**CONCLUSION**

- What is your message to the audience? What is the stand your candidate has on the issue? What actions do you want them to take? (These are short statements summarizing what was said earlier.)

# Newspaper Advertisement

## Brainstorming/Outline Worksheet



Name: \_\_\_\_\_

*5 Possible Electoral College Votes*

Candidate's Name \_\_\_\_\_

According to the Newspaper Association of America, three out of four people reading a newspaper will read your advertisement's headline, but only one of four will keep reading the ad.

To make sure readers will read past your headline, the headline should do two things:

-  Promote a benefit—provide a solution to a problem
-  Provoke curiosity—provide some statement that causes the reader to keep reading

### Headline Tips:

- Put the headline at the top of the ad.
- Put the headline near your illustration or picture.
- Don't write the headline in all capital letters. These are too hard to read.
- Make your headline easy to understand. Don't make people think—make them act!
- Make it believable. Don't make a statement you can't support.

### Content Tips:

- Your ad should present a "big idea." It should focus on one of the issues and present a unique idea on how to address the issue.
- Have only one idea in your ad at a time. It's all right to have related ideas, such as tax cuts and the economy, educational programs and raising student achievement, or environmental protection and regulations on industry.
- Include local references if possible—how is the issue affecting your local area or state and how will the candidate address this issue? (This is a good item for promoting curiosity in your headline to get the reader to read further.)
- Address a specific audience—ethnic groups, gender, or age group.
- Solve a problem, build a dream, and offer an excellent candidate. Show that your candidate can meet the challenge and make the world a better place to live.

Your ad should only make a few statements and have one or two illustrations (pictures, charts, or graphs). Include the candidate's name, political party, the message you want to send about the big idea, and what you want people to do (such as vote for your candidate).

You may write out your ad in pencil or pen to make your final copy on large blank paper or construction paper, or design it on a computer. Be sure all words are spelled correctly and the ad

# Developing an Effective Web Site

Name: \_\_\_\_\_

20 Possible Electoral College Votes

Candidate's Name \_\_\_\_\_

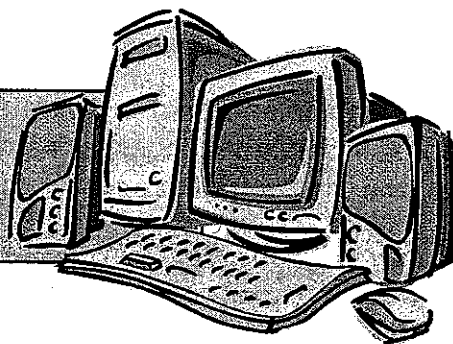
Campaign Web sites might serve as the primary source of information on your party and candidate. The design should be simple and appealing, and the Web site should contain all of the important information you want voters to know. Before you begin, get ideas by looking at other Web sites for candidates or political office holders. You can check these out by typing in the names of current political candidates on a search engine. If you have limited access to a computer, you may write and design your Web site on paper. Make sure it is legible and colorful. Here are some tips to remember when you construct your Web site:

- **Title**—Make the title attractive and eye-catching.
- **Organization**—Place information in bullet points on the screen. Keep page scrolling to a minimum.
- **Home Page layout**—Determine if you need one, two, or three columns. This will depend on how much information you have to say.
  - The middle column is for main announcements and/or updates.
  - The left-hand column is for linking to other parts of the Web site or outside Web sites.
  - The right-hand column is for linking to pictures of your candidate; action items, such as volunteer sign-up; or additional information, such as speeches, endorsements, and news items.
- **Colors**—Selection of colors is important to attract people who might be surfing the Web for information. Colors shouldn't be boring, but also should not distract the viewer. Bright colors work well, as do contrasting colors that aren't too clashing.
- **Navigation**—Have every additional page link back to the home page. This will keep them on your Web site and help them navigate around. Place navigation buttons at the top, bottom, or in a side column to help viewers link to any section of the Web site.
- **Content**—Like speeches or ads, the content should be brief and to the point. People usually don't like to read a lot of text, especially if they are just browsing.

## RESOURCES

WebGenies [www.webgenies.co.uk/](http://www.webgenies.co.uk/)

Kiwanis Kids [www.kkids.org/kkids/resources/web/](http://www.kkids.org/kkids/resources/web/)



# Campaign Flyer

Name: \_\_\_\_\_ *29 Possible Electoral College Votes*

Candidate's Name \_\_\_\_\_

Campaign flyers are one- to two-page handouts political campaigns use to get information out in a quick, inexpensive way. Like speeches and media ads, they can convey important information to a lot of people. However, they have advantages over speeches in that they can be read over and over and passed along, and they are much less expensive than media ads. Campaign flyers are usually sent in the mail, handed out in person at campaign rallies, or delivered door-to-door.

Make your campaign flyer eye-catching and appealing so people will be interested and won't throw it away. As you design your flyer, follow the tips below:

## Headlines

- Put headlines at the top of the page.
- Don't write headlines in all capital letters. These are too hard to read.
- Make your headline easy to understand. Don't make people think; make them act.
- Make it believable. Don't make statements you can't support.

## Content



- Present the candidate's views on several issues.
- Be brief—use short sentences or bullet points, brief paragraphs, and simple explanations. Information from speeches and advertisements can go into a campaign flyer.
- Use photos, illustrations, or graphics wherever you can.

## Layout

- Use 8 ½ x 11-inch or 8 ½ x 14-inch paper.
- Print in color, black and white, or shaded gray.
- Use white or colored paper.
- Flyers can be folded into a trifold. See examples on the following page. Use one or both sides of the paper.
- Use large lettering and clear pictures.
- Leave plenty of white space around the edges of the paper and between points.

## EXAMPLES OF CAMPAIGN FLYERS

**Vote Smith for President!**  
*Slogan*

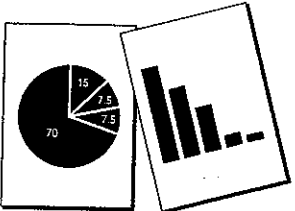



Write a sentence or two that grabs the reader's interest and tells briefly why this candidate should be voted President.

*Add graphic or photo.*

Next, summarize in bullet points the candidate's views on major issues:


- First Issue
- Second Issue
- Third Issue



Write a sentence or two to sum up the information.

*Add another graphic or photo if there is space.*

**Vote Smith for President!**



*Slogan*

**FRONT**

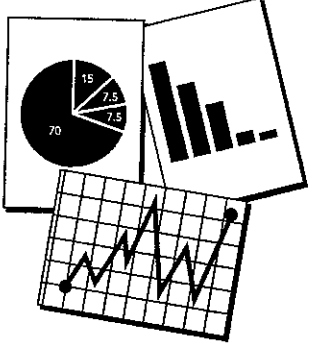
*Write a paragraph summarizing this candidate's views and telling why the reader should vote for this candidate.*

*Graphics or Pictures*

**BACK**

*Summarize in bullet points the candidate's views on major issues:*

- First Issue
- Second Issue
- Third Issue



**INSIDE FLAP**

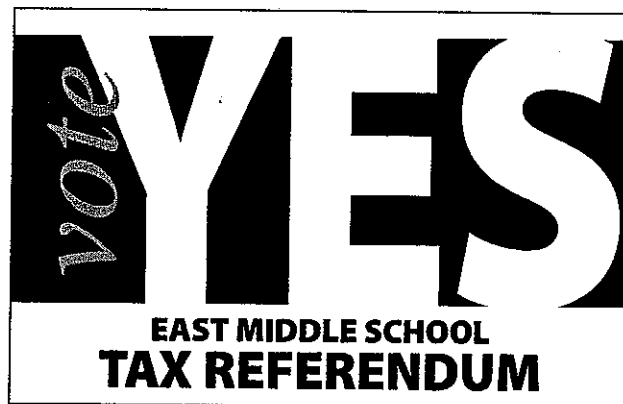
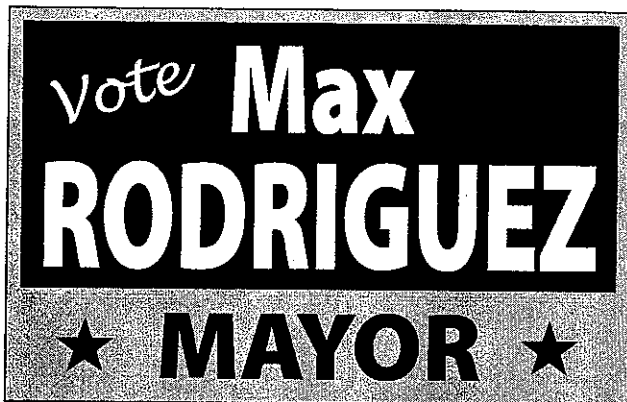
You may write out your ad in pencil or pen and make your final copy on blank paper or construction paper, or design it on a computer. Be sure all words are spelled correctly and proper grammar is used.

## Bumper Sticker and Lawn Sign

Name: \_\_\_\_\_ 6 Possible Electoral College Votes for Each

Candidate's Name \_\_\_\_\_

Bumper stickers and lawn signs are viewed quickly and thus should only contain a brief slogan or message to take action. Bumper stickers or lawn signs contain messages like "VOTE for (Candidate's Name)", or "(Candidate's Name) in (the year of the election)."



## Letters

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- Use large, bold letters.
- Select fonts that send their own message (large bold for strong statements, stylized for emphasis).
- Make your messages easy to understand. Don't make people think; make them act!

## Content

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- Present a "big idea."
- Focus on one point to make ("Vote for ..." or announcing the person's political party, the office they are running for, or a single message like a campaign slogan).
- Address a specific audience—ethnic groups, gender, or age group (often the subject of a bumper sticker).
- List your political party's name, logo, and campaign Web site address (small type in a corner).

## Colors

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- Select colors to attract people's attention.
- Bright colors and contrasting colors work well.
- Remember that details, patterns, or complex images won't be seen by those in moving vehicles.

You may write out your bumper sticker and lawn sign in pencil or pen to make your final copy on construction paper, or design it on a computer. Be sure all words are spelled correctly and you've used proper grammar.